

متابعة بشأن ترشيحات برنامج المشتريين الدوليين – معرض صحارى 2025 RE:

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To: ECS-Newdelhi <newdelhi@ecs.gov.eg>;

📎 2 attachments (12 MB)

Sahara PSR 2024.pdf; SAH25-Sales Brochure-EN- Final 1 (1).pdf;

Hello,

Thank you so much for reaching out. Please find below information regarding Sahara and the Hosted Buyers' programme.

1. **Sahara: International Agriculture Exhibition for Africa and the Middle East** 14-16 September 2025 - Egypt International Exhibition Center (EIEC)

Sahara exhibition is Egypt's premier agricultural exhibition with an extensive history of showcasing innovations in water management, crop protection, agri-tech, and sustainable agriculture. This year, the 37th edition of Sahara is expected to attract over 20,000 attendees and 350+ exhibitors from 24+ countries. This event provides Indian businesses with a valuable opportunity to both showcase their agricultural products and explore potential suppliers for their agricultural needs, such as fertilizers, machinery, and other essential farming solutions.

Key Sectors Featured at Sahara 2025:

- Water Management
- Greenhouses
- Seeds & Nurseries
- Fertilizers & Crop Protection
- Agri-tech
- Services
- Post-Harvest Solutions
- Sustainable Agriculture
- Agricultural Machinery
- **Animal Health & Feed (New sector for 2025 edition)**

Hosted Buyers Programme benefits:

- Complimentary Round-Trip Flight Tickets
- 3 Nights of Free Hotel Accommodation at one of our official partner hotels
- Complimentary Transport to and from the exhibition venue
- Two-Way Airport Transfers (arrival and departure)
- Fast-Track Entry to the exhibition
- Exclusive Access to the VIP Business Lounge, including all-day refreshments
- Pre-Scheduled Meetings with selected exhibitors tailored to your business needs
- Exclusive invitations to business networking events
- Conference & Panel speaking opportunities

Ideal Hosted Buyers Profile:

- Government officials & policymakers in agriculture
- Importers of agricultural products, equipment, technology, and solutions
- Procurement professionals from agribusinesses and distributors
- Large-scale farm owners & agribusiness investors

For your reference, I have attached the **2024 Post-Show Report** and the **Sahara 2025 Brochure**, which provide further insights into the event.

Hosted Buyers' application: www.saharaexpo.com/en/visit/Hosted-Buyer-Programme/Registration.html

We highly value our collaboration with the ECS and look forward to welcoming your recommended top 3 key Buyers/importers to Sahara 2025. Please let me know if you require any additional information.

Thank you for your time and consideration.

Best regards,

Gina Nassif

VIP Programme Manager | Informa Markets | Egypt